

My name is Jesse Magers and I am a college student from Arlington, Texas. I used to listen to the radio a lot, but now I find that I rarely turn it on anymore. The reason I don't listen is because the music that is played is not what I listen to. Many of the radio stations in the DFW area are now owned by Clear Channel, and have had considerable changes made to them. An example of this is the station KEGG in Dallas. It has been a hard rock station for as long as I can remember, but in the last year, it has been changed to an Adult Contemporary station. Few people saw this coming, and the loyal listeners of the Eagle were disgusted. Instead of listening to the audience, Clear Channel only looked at what was going to make them the most money from the wealthier 25-54 age bracket. It is not fair to radio audiences to allow national corporations to buy and change local radio stations without even asking the listeners their opinion on this potential decision. This does not seem to adhere to the localism regulations at all. If Clear Channel could have held a public forum, maybe they could have heard and learned how important the Eagle was to young people. Now we have no options for new hard rock music, outside of the internet or satellite radio.

An alternative rock station in Dallas, KEDGE, is also owned by Clear Channel. It has become a sad victim of national playlists. The Edge also used to be a very good station, but now likely plays the same music that is played on Clear Channel's alternative rock stations all over the country. This brings an important question: if most regions of the United States are different, why is the music their radios play the same? Different parts of the country have their own sounds and their own local bands. While the Edge does dedicate a few hours on the weekends to local music and requests, during the peak drive time hours, you generally hear the same music that is played in New York or California, two states very different from Texas. The time when everyone 18-25 listened to the same thing is gone. Different cities have different tastes and flavors, and these national companies do not seem to care. Something needs to be done to keep corporations like Clear Channel from ruining the radio.

It has been a very important medium to young people for generations, and does not deserve to be controlled by companies who have little concern about what the local people want.